

Order / Rev: 711197
 Alt Order #: 06301466
 Flight Dates: 10/16/12 - 10/24/12

Advertiser: Martin,E/ R / Attorney General
 Product Desc: MARTIN FOR ATTY GEN
 Estimate: C16C22
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|----------------------------|-----------------|--------------------------------------|-----------------------|----------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| 1 | KSDK | 10/16/12 | 10/21/12 | M-F 430-5p Jeopardy | CM | 430-5p | -T----- | :30 | 1 | \$550.00 | P-3 | 5.30 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | 1 | | \$550.00 | | 5.30 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | | [OVERSOLD -] | | | | | | | | | | | | | |
| 2 | KSDK | 10/16/12 | 10/21/12 | M-F 430-5p Jeopardy | CM | 430-5p | ---T--- | :30 | 1 | \$550.00 | P-3 | 5.30 | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | 1 | | \$550.00 | | 5.30 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/15/12-10/21/12 | | M-F 430-5p | 430-5p | | ---Th---- | :30 | | (\$550.00) | | 5.30 | NM | | |
| | | See MG 2.2 [OVERSOLD -] | | | | | | | | | | | | | |
| 2 | KSDK | 10/20/12-10/20/12 | | Sat 6p | 6-630P | | -----Sa-- | :30 | | \$1,050.00 | | 5.30 | NM | | |
| | | Ⓜ MG for 1.1,2.1 [n/a] | | | | | | | | | | | | | |
| 3 | KSDK | 10/16/12 | 10/21/12 | M-F 5-6A 5-6a | CM | 5-6A | ----F-- | :30 | 1 | \$300.00 | P-3 | 2.10 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | 1 | | \$300.00 | | 2.10 | | | | | | |
| 4 | KSDK | 10/22/12 | 10/22/12 | M-F 5-6A 5-6a | CM | 5-6A | M----- | :30 | 1 | \$300.00 | P-3 | 2.10 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$300.00 | | 2.10 | | | | | | |
| 5 | KSDK | 10/16/12 | 10/21/12 | M-F 6-7A 6-7a | CM | 6-7A | --W---- | :30 | 1 | \$550.00 | P-3 | 2.10 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$550.00 | | 2.10 | | | | | | |
| 6 | KSDK | 10/16/12 | 10/21/12 | M-F 6-7A 6-7a | CM | 6-7A | ----F-- | :30 | 1 | \$550.00 | P-3 | 3.40 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | 1 | | \$550.00 | | 3.40 | | | | | | |
| 7 | KSDK | 10/22/12 | 10/22/12 | M-F 6-7A 6-7a | CM | 6-7A | M----- | :30 | 1 | \$550.00 | P-3 | 3.40 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$550.00 | | 3.40 | | | | | | |
| 8 | KSDK | 10/16/12 | 10/21/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | -T----- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 1 | \$560.00 |
| | | RATE REVISION | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | 1 | | \$560.00 | | 3.80 | | | | | | |
| 9 | KSDK | 10/16/12 | 10/21/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | --W---- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 1 | \$560.00 |
| | | RATE REVISION | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$560.00 | | 3.80 | | | | | | |
| N10 | KSDK | 10/16/12 | 10/21/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | ---T--- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 0 | \$0.00 |
| | | RATE REVISION | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | 1 | | \$560.00 | | 3.80 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/15/12-10/21/12 | | M-F NBC Today 7-9A | 7-9A | | ---Th---- | :30 | | (\$560.00) | | 3.80 | NM | | |
| | | See MG 11.2 [RATE -] | | | | | | | | | | | | | |
| N11 | KSDK | 10/16/12 | 10/21/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | ----F-- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 1 | \$2,400.00 |
| | | RATE REVISION | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

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KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|-----------|-------------------|-----------------|--------------------------------------|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| N11 | KSDK | 10/16/12 | 10/21/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | ----F-- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 1 | \$2,400.00 |
| RATE REVISION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | 1 | | \$560.00 | | 3.80 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/15/12-10/21/12 | | M-F NBC Today 7-9A | | 7-9A | ----F-- | :30 | | (\$560.00) | | 3.80 | NM | | |
| See MG 11.2 | | | | | | | | | | | | | | | |
| [RATE -] | | | | | | | | | | | | | | | |
| 2 | KSDK | 10/24/12-10/24/12 | | Wed Prime C | | 9-10P | --W---- | :30 | | \$2,400.00 | | 3.80 | NM | | |
| Ⓜ MG for 10.1,25.1,11.1 | | | | | | | | | | | | | | | |
| [mkgd] | | | | | | | | | | | | | | | |
| 12 | KSDK | 10/22/12 | 10/22/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | M----- | :30 | 1 | \$560.00 | P-3 | 3.80 | NM | 1 | \$560.00 |
| RATE REVISION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$560.00 | | 3.80 | | | | | | |
| 13 | KSDK | 10/16/12 | 10/21/12 | Sat 6-7A Sat 6-7A | CM | 6-7A | -----S- | :30 | 1 | \$250.00 | P-3 | 3.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | 1 | | \$250.00 | | 3.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 10/15/12-10/21/12 | | Sat 6-7A | | 6-7A | -----Sa-- | :30 | | (\$250.00) | | 3.00 | NM | | |
| See MG 13.2 | | | | | | | | | | | | | | | |
| [Need RS 2 to clear] | | | | | | | | | | | | | | | |
| 2 | KSDK | 10/16/12-10/19/12 | | M-F 10-11A | | 10-11A | -TWThF---- | :30 | | \$250.00 | | 3.00 | NM | | |
| Ⓜ MG for 13.1 10/20 | | | | | | | | | | | | | | | |
| [N/A] | | | | | | | | | | | | | | | |
| 14 | KSDK | 10/16/12 | 10/21/12 | SAT TDY NBC Today Show (Sa) | CM | 7-9A | -----S- | :30 | 1 | \$500.00 | P-3 | 2.90 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | 1 | | \$500.00 | | 2.90 | | | | | | |
| 15 | KSDK | 10/16/12 | 10/21/12 | Sat 9a Sat 9-10a | CM | 9-10A | -----S- | :30 | 1 | \$500.00 | P-3 | 4.50 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | 1 | | \$500.00 | | 4.50 | | | | | | |
| 16 | KSDK | 10/16/12 | 10/21/12 | Sun 6-7A Sun 6-7A | CM | 6-7A | -----S | :30 | 1 | \$250.00 | P-3 | 3.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | 1 | | \$250.00 | | 3.00 | | | | | | |
| 17 | KSDK | 10/16/12 | 10/21/12 | SUN TDY NBC Today Show (Su) | CM | 7-8A | -----S | :30 | 1 | \$500.00 | P-3 | 5.10 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | 1 | | \$500.00 | | 5.10 | | | | | | |
| 18 | KSDK | 10/16/12 | 10/21/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | --W---- | :30 | 1 | \$1,250.00 | P-3 | 8.60 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$1,250.00 | | 8.60 | | | | | | |
| 19 | KSDK | 10/16/12 | 10/21/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | -T----- | :30 | 1 | \$1,350.00 | P-3 | 8.60 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | 1 | | \$1,350.00 | | 8.60 | | | | | | |
| 20 | KSDK | 10/16/12 | 10/21/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | --W---- | :30 | 1 | \$1,350.00 | P-3 | 8.60 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$1,350.00 | | 8.60 | | | | | | |
| 21 | KSDK | 10/16/12 | 10/21/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | ---T--- | :30 | 1 | \$1,350.00 | P-3 | 8.60 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | 1 | | \$1,350.00 | | 8.60 | | | | | | |

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KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|---------------------------------------|-------------------|-------------------|--|-------|-----------------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|-------------|
| 22 | KSDK | 10/22/12 | 10/22/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | M----- | :30 | 1 | \$1,350.00 | P-3 | 8.60 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | M----- | | 1 | | | | \$1,350.00 | | 8.60 | | | |
| 23 | KSDK | 10/16/12 | 10/21/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | -T----- | :30 | 1 | \$1,300.00 | P-3 | 6.70 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -T----- | | 1 | | | | \$1,300.00 | | 6.70 | | | |
| 24 | KSDK | 10/16/12 | 10/21/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | ---T--- | :30 | 1 | \$1,300.00 | P-3 | 9.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---T--- | | 1 | | | | \$1,300.00 | | 9.00 | | | |
| N25 | KSDK | 10/22/12 | 10/22/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | M----- | :30 | 1 | \$1,300.00 | P-3 | 9.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | M----- | | 1 | | | | \$1,300.00 | | 9.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/22/12-10/28/12 | 630-7P Wheel | | 630-7P | M----- | :30 | | (\$1,300.00) | | 9.00 | NM | | |
| | See MG 11.2 [Need \$1950 to clear] | | | | | | | | | | | | | | |
| 26 | KSDK | 10/17/12 | 10/17/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | --W---- | :30 | 1 | \$1,300.00 | P-3 | 5.80 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | --W---- | | 1 | | | | \$1,300.00 | | 5.80 | | | |
| 27 | KSDK | 10/16/12 | 10/21/12 | Thu Prime C Rock Center with BW | CM | 9-10P | ---T--- | :30 | 1 | \$2,100.00 | P-3 | 4.80 | NM | 1 | \$2,100.00 |
| | RATE REVISION | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---T--- | | 1 | | | | \$2,100.00 | | 4.80 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/15/12-10/21/12 | Thu Prime C | | 9-10P | ---Th---- | :30 | | \$2,100.00 | | 4.80 | NM | | |
| | [NA] | | | | | | | | | | | | | | |
| 28 | KSDK | 10/16/12 | 10/21/12 | Fri Prime C Dateline | CM | 9-10P (9:00 PM-10:00 PM) | ----F-- | :30 | 1 | \$2,000.00 | P-3 | 6.60 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ----F-- | | 1 | | | | \$2,000.00 | | 6.60 | | | |
| 29 | KSDK | 10/16/12 | 10/21/12 | Football Night in America Football In America | CM | 6-715p | -----S | :30 | 1 | \$1,500.00 | P-3 | 6.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$1,500.00 | | 6.00 | | | |
| | | | | | | | | | | | | | Totals | 26 | \$25,530.00 |